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Title:

Press release: Industrial Design Grant Increase

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PRESS RELEASE FROM THE PREMIER, MR DUNSTAN.

INDUSTRIAL DESIGN GRANT INCREASE.

18.10.73

The State Government grant to improve industrial design in South Australia is to be further increased, the Premier (Mr Dunstan) announced today.

The annual grant to the Industrial Design Council of Australia's operation in the State will go up from \$20,000 to \$30,000.

Mr Dunstan said this was the second time the grant had been increased - it went up from \$10,000 a year in December 1970 - and reflected the importance the State Government attached to industrial design.

Part of the money would be spent on improving the operations of the 'field team' of industrial designers maintained by I.D.C.A. Members of the team give on the spot advice to South Australian businessmen on how to improve the design of their products and make them more competitive.

"The Scandinavian countries and Italy have shown what can be achieved in giving priority to design excellence.

"We can get the same results here. There is undoubtedly a high domestic and export demand for good design.

"If we are to win new markets particularly those in our region we need to give at least as much attention to design standards as to other considerations".

"What has been achieved so far is good. It can be very much better".

Mr Dunstan said he hoped that the increased Government grant would be matched by more support to the Council from private industry.

"It is industry which benefits from I.D.C.A.'s work in tens of dollars and cents. Industry as well as the Government should give it more support", he said.